



Air Force Space Command and National Defense Industrial Association Forum on Acquisition

Industry Process Overview

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Objectives

- Review nominal industry process for Government contract bids
- Show how it maps to Government acquisition processes
- Identify areas where Government activities impact proposal cost, proposal quality or the number of bidders
- Explain how contractor proposal development costs affect Government budgets



Contractor Processes

	Draft RFP	RFP		Award	
Exploratory Preparation	Qualification	Pre-Proposal	Proposal	Post-Proposal	Transition / Pre-Start Up
Initial Opportunity Filtering	Assessing P (Real) P (Win) Contract value	Collect critical data, assemble team, prepare solution	Prepare proposal	Prepare for transition, respond to ENs	Phase-In to contract start



Phase 1

Identification / Preparation

<p><u>Activities</u></p> <ul style="list-style-type: none">• Use of opportunity ID tools (Input, etc.)• Visits to Government Offices• Symposia / Industry Days• Inter-Contractor discussions• Investment in IRAD	<p><u>Outcomes</u></p> <ul style="list-style-type: none">• Target list of Contracts (Pipeline)• Initial B&P Budget Identification
<p><u>Personnel Commitment</u></p> <ul style="list-style-type: none">• Low	<p><u>Potential for Government Impact</u></p> <ul style="list-style-type: none">• Bid cost - low• Bid quality - low• Number of Bidders - Medium



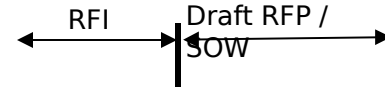
Sample Opportunity ID Tool

Acronym	Title	Dept	Agency	RFP #	Program Value	RFP Date	Status
GPS MUE	GLOBAL POSITIONING SYSTEM MODERNIZED USER EQUIPMENT	AIR FORCE	AIR FORCE SPACE COMMAND	FA880705R0005	0	11/16/2005	Post-RFP
CMAFS CE	CHEYENNE MOUNTAIN AIR FORCE STATION CIVIL ENGINEERING FACILITIES SUPPORT SERVICES-BASE MAINTENANCE	AIR FORCE	AIR FORCE SPACE COMMAND	FA251704R0013	0	11/23/2005	Post-RFP
GPSOC	GLOBAL POSITIONING SYSTEM OPERATIONS CENTER	AIR FORCE	AIR FORCE SPACE COMMAND	FA255005R2000	32000	11/29/2005	Pre-RFP
	DELIBERATE AND CRISIS ACTION PLANNING AND EXECUTION SEGMENTS II						



Phase 2

Qualification of Opportunity



<p><u>Activities</u></p> <ul style="list-style-type: none">• Assess probability it is Real (^P Real)• Assess probability of Win (^P Win)• Assess probability Real Contract Value• Develop value proposition• Customer visits to identify hot buttons• Teaming discussions• B&P Budgeting	<p><u>Outcomes</u></p> <ul style="list-style-type: none">• Initial Bid decision• Selection of Capture Team• B&P Budget Review
<p><u>Personnel Commitment</u></p> <ul style="list-style-type: none">• Low - Business Development Lead	<p><u>Potential for Government Impact</u></p> <ul style="list-style-type: none">• Bid cost - low• Bid quality - moderate• Number of bidders - high



Bid Decision Factors

- Basic Questions
 - Is it real?
 - Can we win?
 - Is it worth winning?
- Detailed Questions:
 - Do we understand requirements?
 - Does the customer want change?
 - Do we have a solution?
 - Do we know the customer?
 - Do we have a positive relationship?
 - Is there good revenue?
 - Is it profitable?
 - How high is the risk?
 - Is there strategic value?



Phase 3

Draft RFP / SOW

RFP

Pre-Proposal Preparation

<p><u>Activities</u></p> <ul style="list-style-type: none">• Collection critical data<ul style="list-style-type: none">- Customer Visits- Bidders Library- FOIA Contracts• Assemble Proposal Team• Prepare detailed solution (Offer)• Finalize / Approve B&P Budget	<p><u>Outcomes</u></p> <ul style="list-style-type: none">• Approved B&P Budget• Data Library• Proposal Facility• Assigned Team Members
<p><u>Personnel Commitment</u></p> <ul style="list-style-type: none">• Moderate at start• High at end	<p><u>Potential for Government Impact</u></p> <ul style="list-style-type: none">• Bid cost - moderate / high• Bid quality - moderate / high• Number of bidders - moderate



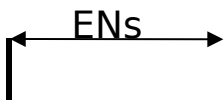
Phase 4 Proposal



<p><u>Activities</u></p> <ul style="list-style-type: none"> • Prepare: <ul style="list-style-type: none"> - Executive Summary - Management Plan - Technical Solution - Staffing Plan / Basis of Estimate - Pricing - Past Performance • Bid Reviews <ul style="list-style-type: none"> - Pink - Initial Proposal Approach - Red - Final Proposal Approach - Black hat - Competition Assessment - Gold - Final Proposal Review • Marketing 	<p><u>Outcomes</u></p> <ul style="list-style-type: none"> • Proposal
<p><u>Personnel Commitment</u></p> <ul style="list-style-type: none"> • High 	<p><u>Potential for Government Impact</u></p> <ul style="list-style-type: none"> • Bid cost - high • Bid quality - high



Phase 5 Post-Proposal



AWARD

<p><u>Activities</u></p> <ul style="list-style-type: none">• Respond to ENS• Initiate Staffing Actions• Prepare Final Proposal Revision• Initiate Vendor Contracts<ul style="list-style-type: none">- Facilities- Equipment	<p><u>Outcomes</u></p> <ul style="list-style-type: none">• EN Responses• Final Proposal Revision<ul style="list-style-type: none">- Final Solution- Final Price
<p><u>Personnel Commitment</u></p> <ul style="list-style-type: none">• Moderate• High during EN Processing / FPR	<p><u>Potential for Government Impact</u></p> <ul style="list-style-type: none">• Bid cost - moderate• Bid quality - moderate• Competition - low



AWARD

Phase 6



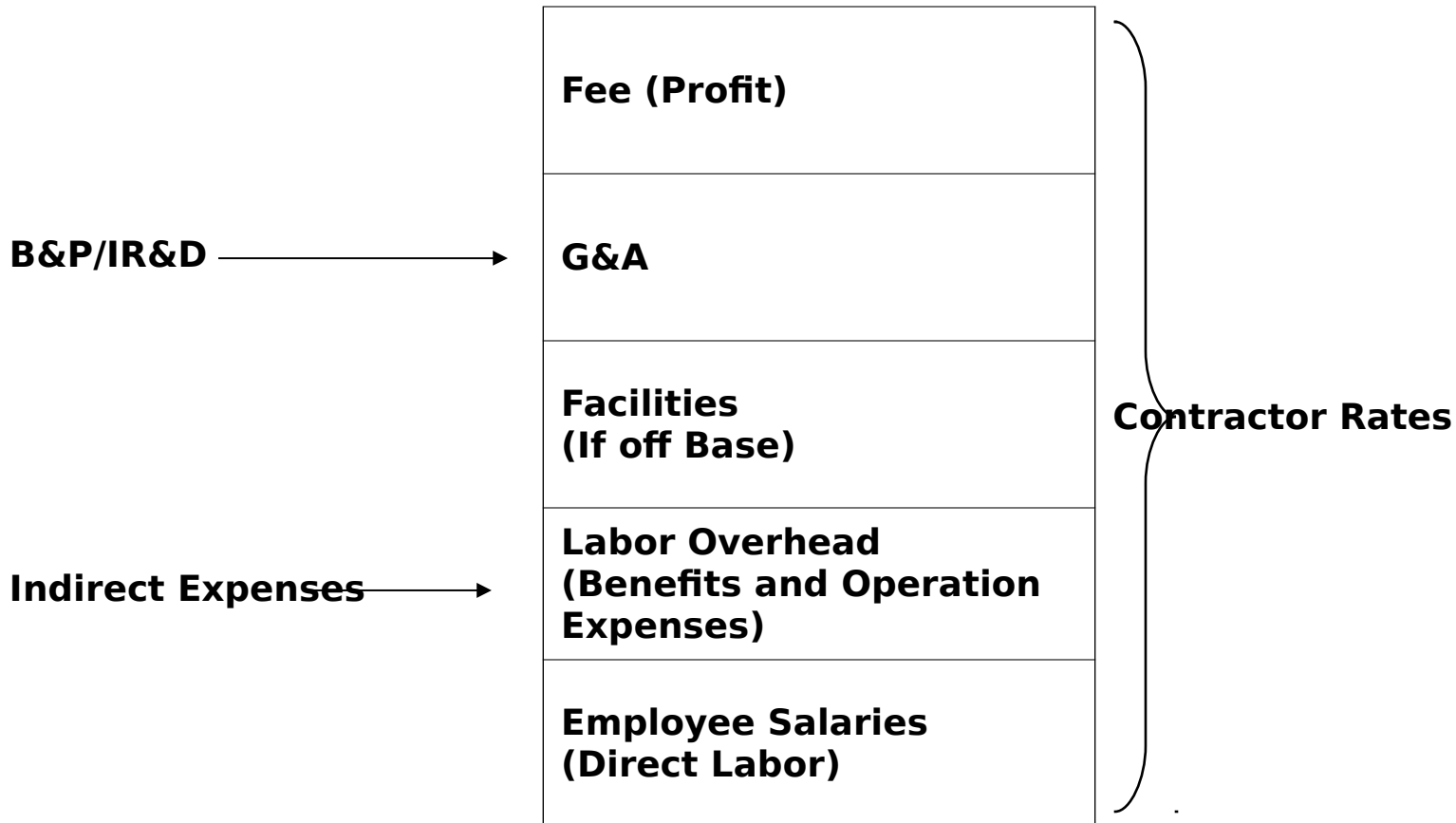
CONTRACT START

Transition / Phase-In / Pre-Start-Up

<p><u>Activities</u></p> <ul style="list-style-type: none">• Finalize Staffing Actions• Associate Contractor Agreements• Establish Contract Facility• Execute Contract• Execute Subcontracts• Execute Vendor Contracts	<p><u>Outcomes</u></p> <ul style="list-style-type: none">• Successful contract start-up
<p><u>Personnel Commitment</u></p> <ul style="list-style-type: none">• High	<p><u>Potential for Government Impact</u></p> <ul style="list-style-type: none">• Bid cost - low to moderate• Bid quality - low• Competition - N/A



Where Do Bid Costs Go?





Summary

- Industry and the Government are in the proposal process together
- Communication is critical in every phase of proposal development – both ways